



When Quality Dies!

Good-bye to a progressive business when all thought of quality fades from a grocer's mind. The sun set long and long ago on the day of big profits and poor quality. Remember what a great man once said, "You can fool some of the people all of the time and all of the people some of the time, but you can't fool all of the people *all* of the time." Remember this when tempted to fool with quality.

Maypole Soap Dyes.

The Home Dyes of highest quality that won't crock, streak or fade. Quick, Easy, safe, sure. All colors.

If you stock them and put a little sign up in the store reading: "Maypole Soap Dyes sold here," women will flock to your store like flies to a lump of sugar.

Moir, Wilson's Kippered Herring.

Packed at the Deeside Preserved Provision Works in Aberdeen, and packed right. The flavor is delicate and delicious.

The same Brand of Herrings and Tomato Sauce and Herrings and Mustard Sauce are extra high quality always. "The Finest Fish Tinned." Fish of quality for people of quality.

Wheat Marrow.

The "totally different" Cereal Breakfast Food that has met with such quick and ready favor among consumers everywhere. The easy food to prepare for the table. Rich, delicate flavor and highly nourishing. Sterilized. It gives you a fine profit and keeps your customers coming.

Leading wholesalers sell the above.

ARTHUR P. TIPPET & CO, Agts.,

8 Place Royale,
Montreal.

23 Scott Street,
Toronto.